

Project  
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**EUROPEAN UNION**

**EBSOMED**  
ENHANCING BUSINESS SUPPORT ORGANISATIONS

**BUSINESSMED**  
Union of Mediterranean Confederations of Enterprises

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# **EBSOMED Academy – Maximizing the effectiveness of BSOs**

03 – 04 December 2018

Jeanne Schmitt  
**Opening Session**

**ITC**   
International Training Centre





# 2017 DATA

## 38 Training Activities 968 Participants

48.7% women  
51.3% men



### LATIN AMERICAN & THE CARIBBEAN

8 Training Activities  
24% of participants  
(228)

### AFRICA

6 Training Activities  
20% of participants  
(194)

### ARAB STATES

1 Training Activity  
2% of participants  
(19)

### ASIA

8 Training Activities  
22% of participants  
(228)

### EUROPE

9 Training Activities  
32% of participants  
(303)

### INTERREGIONAL

6 Training Activities

# OUR TRAINING PORTFOLIO



## EBMOs' Management Capacity

- ▶ CRM Membership Data Base
- ▶ Effective EBMOs
- ▶ Strategic Planning
- ▶ EBMOs & Women Entrepreneurs
- ▶ Strategies for Recruiting and Retaining Members
- ▶ Master Training on EBMOs
- ▶ Resource Mobilization and Project Design
- ▶ Setting Up Local and Territorial EBMOs

## Service Provision and Delivery

- ▶ Developing & Providing Relevant Effective and Sustainable Services for Members
- ▶ Developing & Delivering Training Services for Members
- ▶ Essentials on Occupational Safety and Health Service-EOSH
- ▶ Export Promotion Services
- ▶ Industrial Relations, Labour Law, and HR Management Services

## Policy Influence

- ▶ Evidence Based Strategic Policy Advocacy, Lobbying & Communications
- ▶ Social Protection and Employers' Organizations
- ▶ Social Dialogue and Negotiations Skills
- ▶ Wage Determination (minimum wages)
- ▶ Training and Skills Policies; the Role & Involvement of the Private Sector
- ▶ Macroeconomics for Social Negotiators
- ▶ Employers Perspectives for Boosting Productivity and working conditions in SMEs
- ▶ Greening economies, enterprises and jobs
- ▶ Employers' Perspectives on the Transitions from Informality to Formality

## Labor Dimension of CSR, Human Rights and Responsible Business Conduct

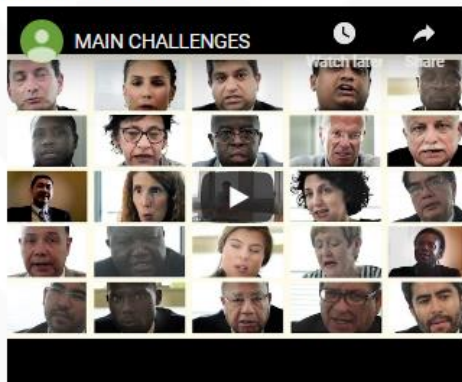
- ▶ Transnational Company Agreements
- ▶ Global Industrial Relations
- ▶ CSR and Core International Labour Standards
- ▶ EBMOs and CSR
- ▶ Promoting Responsible Business Conduct in Supply Chains



## EFFECTIVE EMPLOYERS' AND BUSINESS MEMBER ORGANIZATIONS

More resources available on our website

Newly released video: EBMOs main challenges today and for the future



### GOOD GOVERNANCE



GUIDE

PPT

VIDEOS

CHECKLIST

OTHER TOOLS

### LOBBYING AND ADVOCACY



GUIDE

PPT

VIDEOS

CHECKLIST

OTHER TOOLS

### MEMBERSHIP DEVELOPMENT



GUIDE

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VIDEOS

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OTHER TOOLS

### COMMUNICATION



GUIDE

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VIDEOS

CHECKLIST

OTHER TOOLS

### SERVICES



GUIDE

PPT

VIDEOS

CHECKLIST

OTHER TOOLS

<https://www.itcilo.org/en/the-centre/programmes/employers-activities/employers-and-business-members-organization-package>

# EBSOMED Academy – Maximizing the effectiveness of BSOs

03 – 04 December 2018

EBSOMED Academies are one of the instrument of the project

Focused on capacity-building of BSOs managers in partner countries

Each Academy develops a different strategic area for the organizations' functioning and strengthening

Each Academy is an opportunity to exchange with international experts on critical management areas, to review current practice of BSOs and draw development plans as well as to discuss with peers

- Year 1: Maximizing the effectiveness of BSOs (December 2018)
- Year 2: Serving members efficiently
- Year 3: Advocating for private sector
- Year 4: BSOs and sustainable development

# EBSOMED Academy – Maximizing the effectiveness of BSOs

03 – 04 December 2018

Time	Monday 3 December	Tuesday 4 December
9:00 – 10:30	<b>Opening session</b> <ul style="list-style-type: none"> <li>• Welcome from the organizers and ITCILO</li> <li>• Presentation of the EBSOMED project</li> <li>• Objectives of the BSO Academy</li> <li>• Expectations from participants</li> </ul>	<b>Membership management: effective strategies and selected practical tools</b> <ul style="list-style-type: none"> <li>• Membership concepts and indicators</li> <li>• The membership cycle: Awareness, Recruitment, Engagement, Retention, Renewal</li> </ul>
10:30 – 11:00	<b>Coffee break</b>	
11:00 – 12:30	<b>Defining the value added of BSOs</b> <ul style="list-style-type: none"> <li>• Defining BSOs value proposition</li> <li>• One-size-fits-all members?</li> <li>• Role vs. Function – Exchange of views on effectiveness of BSOs</li> </ul>	<b>Membership management – continueds</b> <ul style="list-style-type: none"> <li>• Good practices' fair on membership</li> <li>• Systems support for BSOs – the ITCILO CRM project</li> </ul>
12:30 – 14:00	<b>Lunch</b>	
14:00 – 15:15	<b>Structures and governance of BSOs: what are the specificities?</b> <ul style="list-style-type: none"> <li>• Distinction values and features of BSOs</li> <li>• Organization's readiness: what does that mean for the Governing Board &amp; the Staff?</li> </ul>	<b>Recap on learning pointss</b> <ul style="list-style-type: none"> <li>• Review of main issues dealt with</li> <li>• Group and individual work on action points (Roadmap)</li> </ul>
15:15 – 15:45	<b>Coffee break</b>	
15:45 – 17:00	<b>The fundamentals of Strategic Planning and revenue building in BSOs</b> <ul style="list-style-type: none"> <li>• Key elements of strategic planning for BSOs</li> <li>• Exchange of good practices on strategic planning</li> <li>• Review of income sources of BSOs and brainstorming on income generation</li> </ul>	<b>Closing session</b> <ul style="list-style-type: none"> <li>• Evaluation of the activity</li> <li>• Next steps of the EBSOMED project</li> <li>• Departure of participants</li> </ul>



LET'S GET TO KNOW  
EACH OTHER



**Programme for Employers' Activities**

E-mail: [actempturin@itcilo.org](mailto:actempturin@itcilo.org)

Phone: +39 011 693 6590

<https://www.itcilo.org/en/the-centre/programmes/employers-activities>